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# Press Release

FOR IMMEDIATE RELEASE

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## ***Attendees to Experience Lighted Walk from Downtown Riverside Metrolink Station to the Festival of Lights Friday, Dec. 7***

**Riverside, Calif.** – On Friday, Dec. 7, the City of Riverside and the Southern California Association of Governments' (SCAG) *Go Human* campaign will encourage visitors to walk to the [Festival of Lights](#) from the Downtown Riverside Metrolink Station to experience *Illuminate Riverside*.

*Illuminate Riverside* is a free community event that will feature pop-up street improvements that brighten the walk from the Metrolink Station to the Mission Inn on Friday, Dec. 7, from 4:00 p.m. to 8:00 p.m. The event gives residents and visitors an opportunity to test out potential street improvements that make it safer and easier to access downtown Riverside from the train station on foot and by bike.

Planned alongside the Festival of Lights, attendees accessing the festival via Vine Street and Mission Inn Avenue will have the opportunity to bypass the shuttle lines to the Festival of Lights and enjoy a festive, lighted, 10-minute guided walk instead. Participants will experience temporary street improvements along Vine Street and Mission Inn Avenue including a lighted tunnel, artistic crosswalks, murals, shared e-scooter lanes and light features that illuminate the 91 freeway underpass.

Companies Bird and Lime will offer free electric scooter rides along Vine Street, and the City of Riverside will promote "[Bike Riverside](#)," the city's first bike share program launched in early November. Offering e-scooters and pedal assist bikes at the Downtown Riverside Metrolink Station will help locals and visitors complete the first/last mile of their trips to and from the train station.

The goal of *Illuminate Riverside* is to gather public input on these potential street improvements under consideration for the Transit-Oriented Development (TOD) [Riverside Marketplace](#) area near the Downtown Riverside Metrolink Station. Future street improvements for the Riverside Marketplace area will seek to improve walkability and bikeability and increase access to transit.

"The Festival of Lights is our signature event in Riverside, and is very well attended, especially on weekend evenings," said Riverside Mayor and SCAG Regional Council Member Rusty Bailey. "This partnership with SCAG will demonstrate that there are many ways of getting to the Festival that are faster and provide additional health benefits compared to driving a vehicle."

Community members are invited to attend this free event via Metrolink, on foot or by bike, scooter or skateboard. Those arriving by car may park at the Downtown Riverside Metrolink Station. Attendees are

encouraged to skip the shuttle lines at the Metrolink station and take a short 10-minute walk to the Festival of Lights.

Riverside Mayor and SCAG Regional Council Member Rusty Bailey and SCAG President Alan Wapner will speak at a brief kickoff event on Friday at 4:30 p.m. at the Downtown Riverside Metrolink Station parking lot.

SCAG's *Go Human* campaign works with cities and counties across Southern California to develop open streets events, safety demonstration projects and encouragement programming, such as *Illuminate Riverside* which promote safety while encouraging people to walk and bike more.

"The emergence of new technology and mobility options, such as electric scooters and bike share systems, is making it increasingly easier to get around without driving while providing excellent first and last mile solutions to connect to transit," said SCAG President Alan Wapner and Mayor Pro Tem of the City of Ontario. "And cities like Riverside are working to redesign their streets to make it easier and safer for people to use these transportation alternatives."

*Illuminate Riverside* is a partnership between the [City of Riverside](#) and [SCAG's Go Human campaign](#), supported by funding from [Clean Transportation Funding – Mobile Source Air Pollution Reduction Review Committee](#). For more information, visit [GoHumanSoCal.org/IlluminateRiverside](http://GoHumanSoCal.org/IlluminateRiverside).

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#### **About SCAG**

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG, please visit [www.scag.ca.gov](http://www.scag.ca.gov).

#### **About Go Human**

Due to the increase in traffic collisions involving people walking and bicycling, the Southern California Association of Governments (SCAG), launched *Go Human*, an active transportation safety and encouragement campaign. *Go Human* aims to increase the number of people walking and biking and decrease the number of collisions that involve people walking and biking. The campaign is a collaboration between SCAG and the health departments and transportation commissions from six counties in the region; Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura. For more information, visit [www.gohumansocal.org](http://www.gohumansocal.org).